

# REPORT

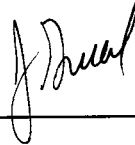
DATE: February 2, 2006

TO: Administration Committee and Regional Council

FROM: Cheryl Collier, Communications Supervisor  
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SUBJECT: Approval of Annual Sponsorship Program

EXECUTIVE DIRECTOR'S APPROVAL:



**RECOMMENDED ACTION:**

Approve SCAG's annual sponsorship program. At their January 3<sup>rd</sup> meeting, members of the Communication and Membership Subcommittee recommended approval of an annual sponsorship program.

**BACKGROUND:**

Historically, SCAG has approached organizations for sponsorship opportunities as the need arises. Typically, SCAG hosts several major events in a calendar year including:

- Southwest Compact Conference (Fall)
- Annual Economic Forecast Conference (Winter)
- A Goods Movement Roundtable (Winter)
- The Annual Housing Summit (Spring)
- A Compass Workshop (Spring)
- The Annual General Assembly (Spring)
- The Annual Regional Council Retreat (Early Summer)

The number of events SCAG sponsors annually has increased over the past few years. Implementation of an annual sponsorship program will reduce the overall time and effort associated with various fundraising activities by SCAG staff as well as traditional SCAG sponsors. In addition, organizations may find it more appealing to be a major sponsor of multiple SCAG events thereby increasing their visibility, exposure and participation.

**BUDGET IMPACT:**

Sponsorship funds received will be used to help offset costs associated with SCAG's major conferences and events.



## **2006 SCAG ANNUAL SPONSORSHIP PROGRAM OPPORTUNITIES & BENEFITS**

For the first time ever, the Southern California Association of Governments offers to all the opportunity to become an Annual Sponsor.

### **What makes SCAG events a unique opportunity for sponsors?**

- The leaders and decision-makers of the region attend SCAG events.
- Your organization will be able to exhibit your products and services to local government officials from throughout the region.
- The 2006 proposed schedule of major events includes:
  - SW Compact Conference (Fall)
  - Annual Economic Forecast Conference (Winter)
  - A Goods Movement Roundtable (Winter)
  - The annual Housing Summit (Spring)
  - A Compass Workshop (Spring)
  - The annual General Assembly (Spring)
  - Annual Regional Council Retreat (Early Summer)
- These events bring together speakers and panels of experts in the fields of housing, transportation, logistics, economics and government.
- Over the past four decades, SCAG has evolved as the largest of nearly 700 councils of government in the United States, functioning as the Metropolitan Planning Organization for six counties: Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura.
- SCAG, together with its partners, has a successful track record of conducting informative and meaningful events for its members, partners and the public.

### **Sponsorship Benefits**

#### **Platinum Sponsor: \$25,000**

- Complimentary attendance at 4 SCAG events of sponsor's choice
- Complimentary exhibit space at 4 SCAG events
- Sponsor's name or logo displayed on all appropriate event literature
- Sponsor's name or logo displayed on SCAG's web site
- Opportunity to speak briefly from podium at 4 SCAG events of sponsor's choice
- Acknowledgement from podium at the all SCAG events of sponsor's choice
- Copies of all SCAG Reports and SCAG's eVision Newsletter

#### **Gold Sponsor: \$15,000**

- Complimentary attendance at 3 SCAG events of sponsor's choice
- Complimentary exhibit space at 3 SCAG events
- Sponsor's name or logo displayed on appropriate event literature
- Sponsor's name or logo displayed on SCAG's web site
- Acknowledgement from podium at the 3 SCAG events of sponsor's choice
- Copies of all SCAG Reports and SCAG's eVision Newsletter

**Silver Sponsor:      \$10,000**

- Complimentary attendance at 2 SCAG events of sponsor's choice
- Complimentary exhibit space at 2 SCAG events
- Sponsor's name or logo displayed on appropriate event literature
- Sponsor's name or logo displayed on SCAG's web site
- Acknowledgement from podium at the 2 SCAG events of sponsor's choice
- Copies of all SCAG Reports and SCAG's eVision Newsletter

**Bronze Sponsor:      \$5,000**

- Complimentary attendance at 1 SCAG event of sponsor's choice
- Complimentary exhibit space at 1 SCAG events
- Sponsor's name or logo displayed on appropriate event literature
- Sponsor's name or logo displayed on SCAG's web site
- Acknowledgement from podium at the 1 SCAG event of sponsor's choice
- Copies of all SCAG Reports and SCAG's eVision Newsletter

**Friend of SCAG:      \$2,500**

- Complimentary attendance at 1 SCAG event of sponsor's choice
- Sponsor's name or logo displayed on appropriate event literature
- Sponsor's name or logo displayed on SCAG's web site
- Copies of all SCAG Reports and SCAG's eVision Newsletter

Annual Sponsors may select specific events with which to be associated.  
Sponsors who wish to be associated with one particular event are welcome.